

# KRESS

5-10 AND 25 CENT STORE

## A Word to the Wives

Cleanliness, brightness, airiness and the combination of comfort, convenience, and dispatch, make shopping at Kress a real pleasure.

Here you can find not only everything you need for your household stock, but things pretty and useful for every member of the family—toys, games, dolls, stockings for the children; books, jewelry, stationery, handkerchiefs, slippers for the older ones. All in endless assortment.

Attached to every article sold is the wonderful Kress' value. This means that every thrifty housewife can save anywhere from two to three times the ordinary cost by purchasing at Kress'.

## ON SALE MONDAY, 9 A. M. FLOUR AND SUGAR CANS—BREAD AND CAKE BOXES.

These beautiful brown Japanned boxes and cans come in large, medium and small sizes, and will fit the kitchen space which you can not use otherwise. The designs and finish are unequalled.

Special Monday Only, 25c.

## KRESS' EMBROIDERY SALE 2 Yards For 25 Cents

Widths that make every woman surprised. Embroideries in exceptional widths, new, handsome and attractive.

## LADIES' KNIT MUSLIN DRAWERS 15 CENTS A PAIR

Very Special Worth 35 Cents

## KRESS' TOY SALE NOW ON

A wonderful assortment of dolls, games, blocks, rattles etc. All at Kress' price, 10 cents each.

## "WATCH KRESS" WINDOWS"

## HOTELS AND SUMMER RESORTS.

NOW FOR THE BANKS OF THE BEAUTIFUL TALLULAH.

## THE LODGE

An up-to-date Hotel with every convenience that ingenuity could suggest or money command, will be open June 10th. For rates, etc., address

J. C. S. TIMBERLAKE  
TALLULAH LODGE, GA.

## THE BEAUTIFUL SAPPHIRE COUNTRY

"THE LAKE REGION OF THE SOUTH."

ELEVATION FROM 2,250 TO 5,000 FEET.

Gorgeous Mountain Scenery, three magnificent lakes, countless beautiful waterfalls, pure and bracing air; trout fishing in streams and lakes, boating, bathing, horse back riding, driving, mountain climbing and all indoor amusements.

### FIVE CHARMING HOTELS.

TOXAWAY INN, Lake Toxaway, I. H. AIKEN, Manager.  
THE FRANKLIN, Brevard, A. LAMBORN, Manager.

FAIRFIELD INN, Lake Fairfield, W. H. & C. A. MAR-TIN, Managers.  
SAPPHIRE INN, Lake Sapphire, HUGH WILLIAMS, Manager.

THE LODGE, Summit of Mt. Toxaway, Mrs. PATTON CRISP, Manager.

The hotels are modern, and are noted for perfect service. Address either hotel for rates.

For descriptive booklet and general information address

JOHN C. BURROWES, Pres.,  
The Toxaway Hotel Co.  
Lake Toxaway, N. C.

## A GREAT RAZOR SALE

ONLY 97c THIS WEEK 97c MAIL ORDERS FILLED



\$2.50 AND \$3.00 IMPORTED RAZORS 97c.

Full Hollow Ground Set Ready For Use.  
1,000 Fine Imported Travelers Sample Razors will be placed on sale at 97c each. These razors are from one of the leading importers of razors in the United States. They are all high-grade samples. We secured the entire stock at a ridiculous figure. The assortment comprises all the well known makes, including the "Wade & Butcher," "Brandt," "Rogers," "Wostenholm" Pipe Razor, "X-L-N-T," and 50 popular brands of all the famous makers. In fact we have been selling the same identical razor as high as \$2.50 and \$3.00 each. Every razor is guaranteed perfect and set ready for use. Any razor sold that does not give perfect satisfaction can be exchanged. Special attention will be given to mail orders and razors carefully selected. BARBERS and OUR CUSTOMERS should take advantage of this great sale as these are certainly high-grade goods.

## WE WILL ALSO PLACE ON SALE

1,000 of the Famous "randt Self Honing Razor Strip. These strips are sold and advertised everywhere at \$2.00. Our price 97c each.

The Brandt Self Honing Razor Strip is the best on the market today. The only razor strip in the world that hones and strops your razor at the same time and enables you to obtain an edge which only an experienced barber can give. The Brandt Honing Razor Strip will put a keener edge on a razor with fewer strokes than any other razor strip. Your razor will show, and your face will feel the difference at once. Guaranteed never to become hard or glossy.

**Hooton's Pharmacy,**  
Corner Palafox and Romana Sts.  
Birthplace of Prompt Delivery  
PENSACOLA, FLA.  
Phone 1100

## READY-TO-WEAR STORE WILL OPEN

Falk & Friedman to Establish One  
in the New Brent Building  
in September.

The new Ladies' Ready to Wear Store, which Alex Friedman of St. Louis and Wm. Falk of this city are arranging to establish in Pensacola, will open about Sept. 15, next, at 27 South Palafox street, in the new Brent building.

The Ready to Wear Store will be a new thing in Pensacola, but it will nevertheless fill a long felt want. It will contain a fine line of ladies' ready to wear garments, such as suits, cloaks, furs, underwear, and everything else pertaining to a lady's wardrobe.

The store will also carry a fine line of millinery.

In connection with the Ready to Wear department, there will be a regular tailoring department to make suits to order, or for alteration purposes. This department will be in charge of an expert ladies' tailor from the east and a perfect fit, in the latest style, will always be guaranteed.

The store will be fitted throughout with glass cases for the proper display of goods and, appreciating the importance of doing business with home industries, a contract amounting to several hundred dollars has been placed with H. G. DeSilva & Co., for the construction of these fixtures and Mr. Bell an expert architect, will have charge of the contractors' work.

The Ready to Wear Store promises to be one of the best fitted up establishments of the kind in the state and, its promoters say, as fine as is usually found in the east. It will be equipped with private fitting and a lady will be in attendance at same.

Mr. Friedman and Mr. Falk will leave for New York in a few days to buy their fall stock which, as well as ladies' wear, will include a complete line of misses and children's ready to wear garments. Notice of the grand opening of the new store will appear in The Journal in due time.

## It's Worth Your While to Be Well Dressed...

Could you ever convince anyone that you were a man of good taste if your clothes argued against you? The suit you wear gives your measure and defines your status to all except your very nearest friends, and it is possible that even these would like to see you better dressed. Chances are that we have given the subject of Clothes a lot more thought than you have, so come in and talk it over. We have Hart, Schaffner & Marx's celebrated Suits at all prices.

## White & Nix OUTFITTERS

Your Money's Worth of Your Money Back  
PHONE 790.

Next to New Brent Building  
29 S. PALAFOX ST.

## Notice to Wholesale Merchants.

Beginning Tuesday, July 31, steamer P. J. Thistlewood will sail from Pensacola to St. Andrews Bay, Wares, Panama City, Millville, St. Joseph's Bay, Carrabelle and Apalachicola, connecting with the G. F. & A. R. R. for Tallahassee and Quincy and all points on that road and all river landings. Will receive freight every Monday and Tuesday at Palafox wharf.

P. J. WILLIAMS,  
Local Agent.

## CANDIDATES FOR GOVERNOR OF FLORIDA

(Continued on Page

for Lake City in the loss of the University, but they might just as well acknowledge themselves beaten and accept defeat gracefully, for the matter has been accepted as settled throughout the state and has narrowed down to a local fight between Lake City and Gainesville.

When the Buckman Bill was before the House, Dr. Julian, representative from Columbia, opposed it very bitterly, but Mr. Adams's powerful influence with Mr. Gillen's assistance carried it through the Senate. If Mr. Adams had opposed it, the bill would never have passed. And as the old lady said: "If his foresight had been as good as his hindsight," he would have opposed it. I would like very much to know if Dr. Julian is human enough to say to those who condemned him for fighting the bill: "I told you so." There is no folly greater than fighting an accomplished fact. The University at Gainesville is an accomplished fact and Lake City might as well accept it as such.

## ST. ANDREWS

Special to The Journal.

St. Andrews, July 28.—St. Andrews is in the height of her summer season, and there is a rush of visitors. The launch parties, sailing expeditions, crabbing and bathing parties and the many pleasures which the coast afford are all being much enjoyed by the out door enthusiasts.

Mr. J. R. Thompson is having a large and convenient wharf built in front of his store on Bayview street. Mrs. J. A. Donaldson and attractive daughter, Miss Sayde, of DeFuniak, who are at Parker on East Bay for the summer, were guests, for a few days this week, of Mr. and Mrs. M. G. Post.

Mr. and Mrs. J. H. Drummond are expected home from an extended stay in Atlanta on Friday.

Mrs. Forbes, of Cromanton, is a guest of Mrs. E. Day.

Mayor Walker, of Marianna, B. Folsom, of Marianna, and Richard Lewis, of Pensacola, are among the week's visitors.

Rev. Roseborough has just closed a pleasant series of meetings in the Presbyterian church and left for Chiles on Saturday, via Bayhead.

Mr. Mathews, of Pensacola, is here with a view to starting a bank at this place and so far must feel encouraged to begin the enterprise or the citizens are much in favor of it.

## DO YOU REALIZE

the great risk you are taking in allowing the stomach to become weak and the bowels constipated? Serious sickness is always sure to follow. Be wise in time and commence taking

## Hostetter's Stomach Bitters

This little hint will save you much unnecessary suffering, for it corrects all Stomach, Liver and Bowel ills promptly, and thus cures Poor Appetite, Dyspepsia, Biliousness, Constipation, Indigestion, Cramps, Diarrhoea or Malaria. Try it.

## PRIZE WINNER IN AD WRITING CONTEST

Miss Annie E. McMillan Secures  
Lamp Given by Pensacola  
Electric Company.

The fine portable electric reading lamp which the Pensacola Electric Company offered as a prize for the best written advertisement for their business, was won by Miss Annie E. McMillan, of this city and her advertisement appears in The Journal this morning.

The contest was a somewhat exciting one and a large number of contestants were entered. The most of the ads were good, some being better than others but all representing a great deal of careful study and intelligent application. In awarding the prize the judges had to take into consideration the question of length, style, directness of subject matter, and possibilities of effective display. Some of the ads were good from one standpoint and weak from another. Others had to be eliminated from the contest entirely because they involved certain engraving features which required an engraver to supply and which could not be furnished by a newspaper plant.

The contest showed that there are a great many good ad writers in Pensacola, or that there are at least many who would develop into good ad writers with the proper effort and experience. Ad writing, too, is a talent which the business men of Pensacola should find it profitable to develop. It is a paying profession for the ad writer, but it is a far better paying profession for the merchant who uses the ads.

At least half of the contestants for the Pensacola Electric Co.'s prize would make good ad writers if they concentrated their attention upon it, and when they have proved to a business man that they can prepare copy that will "pull" business, they can get well paid for the work.

The Journal would suggest that such contests would prove profitable to other merchants, and it would also suggest that those who have leisure for practice in ad writing would do well to take the matter up with their businessmen acquaintances, and write ads to be submitted for the latter's approval. It will pay both the advertiser and the ad writer.

The Pensacola Electric Company will deliver the prize lamp to Miss McMillan to-morrow.

### Keep Children Busy.

There are several rules that should be observed for the health and beauty of any child. The first is to give it something to do. No child can play all day. There should be some kind of regular task. This will make the child beautiful as well as healthy. It will cultivate its mind and its body. A healthy child should also have something to occupy its mind. It can, in Japanese fashion, paste pictures on the wall or play with handsome embroideries or train the eye by doing a little light carving and painting. These are matters for the individual to decide. But a child should keep itself occupied if it is going to be healthy and handsome.

### The Baby's Dress.

Instead of attaching the baby dress to the dainty yoke of embroidery or lace, make the dress with a yoke of plain material, then over it, and attach only at the neckband, set the fancy yoke, finished at the edges with lace or embroidery. The plain yoke takes the place of a cover for the underwaist, which has a distressing way of showing through a transparent yoke. The fancy yoke is relieved of all strain, wears longer and is easier to launder, as it can be laid back and ironed flat on the wrong side.

### An Idea in Shades.

Really handsome lamp and candle shades may be made of Japanese rice paper. Usually the straw colored is used for the foundation, and over this is laid a cut-out pattern of, say, red, and on top of that in some portions a blue or a red, the idea being to obtain a mosaic effect. The entire pattern is then outlined with black India ink. The frames are either made to order or they may be bought for a small sum at any of the shops where oriental goods are sold.

### To Bronze Furniture.

To apply gold bronze to furniture coat the surface with paint, japan spirit varnish or anything that will prevent suction, then where the bronze is wanted coat with gold size or quick drying varnish. When this is nearly dry, dust on the bronze powder with a soft brush or camoils skin. As bronze is susceptible to atmospheric influences it is better coated with a thin, even coat of transparent varnish. Of course gold leaf or Dutch metal would make a much better appearing piece of work and hold its color.

### Points on Broiling.

Broiling produces the same effect on meat as roasting and can be performed in a more speedy manner. In handling lean meat for broiling be careful not to prick or cut it and so allow the juices to escape. Broiling must always be done over a quick, clear fire. The heat hardens the albumen on the outside quickly, thus preventing the escape of juice and rendering it savory. Chops and steaks should be turned with a knife and on no account have a fork stuck into them while cooking.

## LADIES' SLIPPERS TO MATCH

'Tis important, if you appreciate good dress, and at all times desire to appear well, that the "toggling out" of your feet should be the least neglected of any part of your dress.

## In Full Evening Slippers

we can match your frock and fit your feet in all the most popular colors. Also Ladies Boudoir Slippers in as many shades. Our stock of

## White Canvas and Black Oxfords

Patent Leaters, Gun Metal and White Pumps is positively the largest and most complete of any to be found in West Florida. Not for our interest alone, but for yours as well, do we respectfully ask that you see our line before you buy elsewhere.

## For Next Week's Selling

we have one lot of about fifteen dozen Ladies' Fine Slippers that will go on our bargain counter with prices way below anything offered you heretofore. Drop in early. See for yourself before they are all gone.

## Watson, Parker & Reese Co.

Successors to Green & Watson.

"Everything to Wear."

## A Square Deal Guarantee

When you buy anything in this drug store you get a "square deal." Every one from the proprietor to the messenger boy believes in the square deal. It is a standing rule with us to either give you a square deal or your money back.

PROMPT ATTENTION GIVEN TO TELEPHONE ORDERS

Medicine Delivered to All Parts of the City

## PRESCRIPTIONS

We do everything in our power in co-operating with the doctor through our Prescription Department, to give the sick the best possible service. The doctor will tell you that proper compounding of prescriptions—the right quality and strength of drugs and chemicals—means everything to him as well as to the patient. We trust that you will favor us with your prescriptions.

**THE CRYSTAL PHARMACY**  
25 S. PALAFOX ST. PENSACOLA, FLA.